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The Markey mark on telecommunications policy

Vol. 114 No. 14

Broadcasting Apr 4

Markey: Taking a new view of the Fifth Estate...page 35

—starting with cable...page 38

Preview: NAB's show of shows...page 45

REASONABLENESS, RECONCILIATION □ In this interview with BROADCASTING editors, House Telecommunications Subcommittee Chairman Edward Markey discusses his vision for Fifth Estate, including his eagerness to reevaluate communications landscape and his desire to seek common ground with FCC and broadcasters. **PAGE 35.**

ONE FOR MURDOCH □ In 2-1 decision, appeals court overturns legislation prohibiting FCC from granting Rupert Murdoch extensions of his waivers of rule banning crossownership of TV station and newspaper in same market. **PAGE 40.**

VIVA LAS VEGAS □ NAB's 1988 annual convention, which begins April 9 at Las Vegas Convention Center, is expected to draw almost 50,000. Additionally, 710 exhibitors will display their state-of-art TV and radio equipment—from videotape recorders to this year's hot item, HDTV. BROADCASTING's preview of major product categories, list of exhibitors, hospitality suites and NAB's agenda begin on **PAGE 45.**

TO MARKET-BY-MARKET □ According to Arbitron's local market-by-market February sweep numbers, ABC wins prime time household race, stopping NBC's winning streak at 11. **PAGE 102.**

PICK AND CHOOSE □ With more programing services prepared on horizon, and operators facing capacity crunch, they are evaluating what to add and what to drop—actions that could indicate new criteria for carriage decisions. **PAGE 104.**

WESTWOOD HO □ After nearly 18 years as host of *American Top 40*, weekly countdown series that has been carried by ABC Contemporary Network since 1982, Casey Kasem goes to Culver City, Calif.-based Westwood One. **PAGE 111.**

LEADING APR □ Stephen Salyer, senior vice president of marketing and communications for WNET(TV) Newark, N.J., assumes American Public Radio presidency April 11. **PAGE 112.**

TOP PRICE □ Robert Price, as founder, president and CEO of Price Communications, characterizes new breed of station group owners—Wall Street-connected and acquisition-minded. **PAGE 159.**

AFFILIATES FOR SALE □ Television Station Partners says it is putting its four network-affiliated stations up for sale, valued by some in $150 million-$175 million range. **PAGE 160.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses

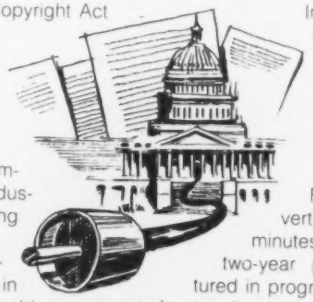
100% of receivers in market can receive it and most AM stereo stations transmit it.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of C-Quam system in international marketplace. In filing with FCC in December 1987, Kahn Communications charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola. Motorola dismissed Kahn's charges and asserted that standards battle is over and that new integrated circuits in radios to be released this year will solidify C-Quam and stereo in general in AM marketplace.

Cable Regulation

■ National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Communications Policy Act of 1984 and Copyright Act of 1976.

Motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until there is more competition, within or without cable industry, in delivering cable programing to homes.



Opposing industries have generated much heated rhetoric in Washington, especially between cable and motion picture industry. But top cable and Hollywood executives are holding series of meetings to try to resolve differences. They met for third time two weeks ago in Denver.

Allegations that cable industry has been anticompetitive were subject of congressional hearing two weeks ago before Senator Howard Metzenbaum (D-Ohio), chairman of Senate antitrust subcommittee. Metzenbaum warned industry that unless situation changes, he may offer legislation to curb what he sees as growing anticompetitive behavior on part of cable (BROADCASTING, March 21). Cable fell under further congressional scrutiny last week (March 30), when House Telecommunications Subcommittee convened first in series of oversight hearings on status of cable industry three years after passage of Cable Act (see "Top of the Week").

FCC adopted new rules last week defining more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of available was too broad.

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems are unconstitutional violations of First Amendment rights of cable operators.

Children's Television

■ House Telecommunications Subcommittee Chairman Ed Markey is trying to reach compromise with broadcasters on children's television bill (see "Top of the Week"). He is proposing legislation that would limit amount of advertising on children's programs. Bill would require FCC to review children's programs for educational and informational content as part of license renewal process, which troubles some broadcasters.

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising (BROADCASTING, March 14).

Children's television legislation is also pending in Senate, but no action appears imminent there.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to nine-and-a-half minutes per hour and require two-year period before toys featured in programs can be promoted, in order to discourage proliferation of what it calls program-length commercials.

NAB has offered 267-station survey it commissioned that indicates that advertising time in children's programing is currently under

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April 21-24—*National Alliance of Third World Journalists* national conference. Atlanta. Information: (202) 462-8197.

April 22—*New Jersey Broadcasters Association* annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337.

April 22-23—*Kentucky Cable Television Association* general membership meeting. Holidome, Bowling Green, Ky.

■ **April 22-23**—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Sheraton Oaks hotel, Novi, Mich. Information: Catharine Rice, (202) 626-3250.

April 22-24—"PBS Rocky Mountain Retreat," women's media conference sponsored by *Public Broadcasting Service*. Sundance, Utah. Information: (703) 739-5218.

April 23—Elizabeth P. Campbell lecture series sponsored by *WETA(TV) Arlington, Va.* Speaker: Judy Woodruff, chief Washington correspondent, *MacNeil/Lehrer NewsHour*. WETA studios, Arlington, Va. Information: (703) 998-2713.

Errata

Edward Markey David Markey

BROADCASTING mixed up its Markeys in March 28 issue. Picture on page 53 illustrating story about representative **Edward Markey** (D-Mass.) was of **David Markey,** former head of National Telecommunications and Information Administration, now lobbyist with BellSouth in Washington. Correct pictures of two appear above.

□

In March 21 report on Advanced Television Systems Committee technical group meeting, **Walt Bundy** was incorrectly identified as employe of WPHL-TV Philadelphia. Bundy, no longer with WPHL-TV, **was representing Association of Independent Television Stations** at ATSC meeting.

□

Comparative hearing on WBBM-TV Chicago (BROADCASTING, March 2) **was not first time network O&O license challenge has gone to hearing**—there have been number of others, including CBS O&O WCAU-TV Philadelphia, which was challenged by First Delaware Valley Citizens Television Inc. (BROADCASTING, July 10, 1972) and NBC O&O WRC-TV Washington, which was challenged by *San Francisco Chronicle* (BROADCASTING, Oct. 29, 1963).

□

Noncommercial FM translators operate on class A channel and educational reserved channels, not on class A, B and C channels as reported in BROADCASTING, March 28.

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ABC sweeps to prime time household victory

On strength of Olympics, network wins Arbitron's February sweeps, stopping NBC streak at 11

Arbitron's local market-by-market February sweep numbers are in and, as expected, ABC affiliates fared best, averaging as a group 16,324,000 viewing households in prime time, up 24% from a year ago. That's according to a premlinary analysis of the market numbers by the NBC research department. Both NBC and CBS affiliates were down in terms of average household delivery. NBC's analysis found that on average NBC affiliates delivered 13,991,000 homes across the board in prime time, down 9% from a year ago, while CBS affiliates delivered an average of 12,217,000 prime time homes, down 11%.

The ABC victory broke an NBC sweeps winning streak at 11, and marked the first time that ABC has won a sweeps period in four years. Most observers attributed ABC's victory to its extensive coverage of the 1988 winter Olympics games in Calgary, Canada.

On a market-by-market basis, according to BROADCASTING's analysis of the Arbitron numbers, ABC took 111 first places (two ties for first, one each with CBS and NBC), including wins in eight markets in which there was no other network affiliate. NBC had 60 first-place finishes (including its one tie with ABC and three ties with CBS), nine of which came in markets with no competing affiliates. CBS had 45 firsts (including its three ties with NBC and one with ABC), nine of which came in markets with no competing affiliates.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8 p.m.-11 p.m., Sunday, 7 p.m.-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate market winner. A dash indicates no primary or secondary affiliation in the market.

ADI (rank)	1988 TSA households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	21	19	**27**
Albany, Ga. (151)	6	—	**61**
Albany-Schenectady-Troy, N.Y. (52)	**104**	76	79
Albuquerque, N.M. (56)	**98**	41	74
Alexandria, La. (160)	6	—	**47**
Alpena, Mich. (211)	—	**6**	—
Amarillo, Tex. (117)	**40**	24	25
Anniston, Ala. (192)	—	**14**	—
Ardmore-Ada, Okla. (172)	17	**20**	15
Atlanta (12)	209	184	**252**
Augusta, Ga. (102)	40	**42**	27
Austin, Tex. (71)	**65**	56	41
Bakersfield, Calif. (145)	**26**	23	23
Baltimore (22)	**205**	137	176
Bangor, Me. (156)	**24**	21	22
Baton Rouge (91)	**58**	**58**	46
Beaumont-Port Arthur, Tex. (124)	38	42	**45**
Bend, Ore. (207)	—	**5**	**5**
Billings-Hardin, Mont. (164)	**18**	15	12
Biloxi-Gulfport-Pascagoula, Miss. (179)	**35**	—	—
Binghamton, N.Y. (132)	20	**39**	17
Birmingham, Ala. (49)	106	42	**120**
Bluefield-Beckley-Oak Hill, W.Va. (141)	22	—	**30**
Boise, Idaho (136)	**36**	18	25
Boston (6)	**413**	240	326
Bowling Green, Ky. (191)	**25**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	21	52	**73**
Buffalo, N.Y. (38)	**124**	84	110
Burlington, Vt.-Plattsburgh, N.Y. (96)	21	**48**	42
Butte, Mont. (189)	**13**	10	8
Casper-Riverton, Wyo. (188)	5	4	**10**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	**65**	38	59
Charleston, S.C. (109)	36	41	**45**
Charleston-Huntington, W.Va. (46)	69	71	**113**
Charlotte, N.C. (31)	**112**	109	55
Charlottesville, Va. (197)	—	—	**10**
Chattanooga (80)	50	47	**58**
Chynne, Wyo.-Scttsblff,Neb.-Strlng, Colo. (183)	—	**12**	—
Chicago (3)	**626**	329	479
Chico-Redding, Calif. (140)	**40**	22	15
Cincinnati (29)	**142**	112	126
Clarksburg-Weston, W.Va. (162)	—	**26**	23
Cleveland (11)	**332**	196	231
Colorado Springs-Pueblo (97)	**56**	33	36
Columbia, S.C. (87)	33	36	**81**
Columbia-Jefferson City, Mo. (152)	22	26	**28**
Columbus, Ga. (118)	**44**	34	22
Columbus, Ohio (33)	**142**	108	121
Columbus-Tupelo, Miss. (133)	8	30	**53**
Corpus Christi, Tex. (120)	**36**	25	28
Dallas-Fort Worth (8)	**310**	233	224
Davenport, Iowa-Rock Island-Moline, Ill. (77)	**62**	46	57
Dayton, Ohio (48)	**101**	83	75
Denver (19)	**204**	116	148
Des Moines (66)	**64**	59	61
Detroit (7)	326	219	**334**
Dothan, Ala. (157)	10	**42**	—
Duluth, Minn.-Superior, Wis. (122)	**44**	24	24
El Centro, Calif.-Yuma, Calif. (181)	4	5	**9**
El Paso (104)	**39**	30	36
Elmira, N.Y. (165)	**18**	—	16
Erie, Pa. (143)	**34**	19	30
Eugene, Ore. (137)	**37**	24	14
Eureka, Calif. (186)	—	**7**	**7**
Evansville, Ind. (90)	**52**	40	39
Fargo, N.D. (107)	**43**	29	30
Flagstaff, Ariz. (205)	—	—	**8**
Flint-Saginaw-Bay City, Mich. (59)	**108**	36	86
Florence, S.C. (130)	25	**53**	—
Fort Myers-Naples, Fla. (98)	33	**37**	**37**
Fort Smith, Ark. (148)	25	**31**	19
Fort Wayne, Ind. (99)	**56**	32	36
Fresno, Calif. (63)	**72**	45	57
Gainesville, Fla. (166)	**30**	—	—
Glendive, Mont. (212)	—	**2**	1
Grand Junction, Colo. (176)	0	**12**	10
Grand Rapids-Kalamazoo-Battle Creek, Mich. (39)	**125**	64	89
Great Falls, Mont. (177)	**17**	9	5
Green Bay-Appleton, Wis. (68)	**92**	46	57
Greensboro-Winston Salem-High Point, N.C. (50)	**101**	85	91
Greenville-New Bern-Washington, N.C. (95)	33	44	**64**
Greenville-Spartanburg, S.C.-Asheville, N.C. (36)	101	93	**124**
Greenwood-Greenville, Miss. (168)	**20**	14	—
Hagerstown, Md. (195)	—	—	**22**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	99	66	**106**
Harrisonburg, Va. (200)	**20**	—	—
Hartford-New Haven, Conn. (23)	**193**	147	82
Helena, Mont. (209)	—	—	**4**
Houston (10)	**253**	166	195
Huntsville-Decatur-Florence, Ala. (89)	48	**54**	48

ADI (rank)	1988 TSA households (000) ABC	CBS	NBC
Idaho Falls-Pocatello (159)	**18**	13	17
Indianapolis (24)	**152**	117	124
Jackson, Miss. (82)	30	57	**68**
Jackson, Tenn. (180)	**24**	—	—
Jacksonville, Fla. (57)	65	**84**	57
Johnstown-Altoona, Pa. (85)	—	50	**82**
Jonesboro, Ark. (174)	**26**	—	—
Joplin, Mo.-Pittsburg, Kan. (119)	**35**	29	26
Kansas City, Mo. (28)	**152**	112	121
Knoxville, Tenn. (61)	73	**78**	45
La Crosse-Eau Claire, Wis. (134)	27	30	**39**
Lafayette, Ind. (193)	—	**14**	—
Lafayette, La. (112)	37	**58**	—
Lake Charles, La. (170)	—	—	**41**
Lansing, Mich. (105)	—	**50**	43
Laredo, Tex. (199)	3	2	**4**
Las Vegas (94)	37	32	**42**
Laurel-Hattiesburg, Miss. (161)	—	6	**30**
Lexington, Ky. (76)	47	**63**	45
Lima, Ohio (196)	—	—	**18**
Lincoln-Hastings-Kearney, Neb. (92)	30	**45**	14
Little Rock, Ark. (55)	**85**	67	**85**
Los Angeles (2)	**739**	473	617
Louisville, Ky. (47)	76	89	**95**
Lubbock, Tex. (149)	20	21	**22**
Macon, Ga. (134)	18	**39**	24
Madison, Wis. (106)	**59**	38	35
Mankato, Minn. (208)	—	**12**	—
Marquette, Mich. (184)	—	**16**	12
McAllen-Brownsville, Tex. (115)	**26**	25	18
Medford, Ore. (153)	20	15	**28**
Memphis (41)	80	106	**138**
Meridian, Miss. (175)	**17**	9	7
Miami (16)	177	157	**178**
Milwaukee (30)	**175**	89	110
Minneapolis-St. Paul (13)	**279**	177	143
Minot-Bismarck-Dickinson, N.D. (146)	2	22	**33**
Missoula-Butte, Mont. (173)	**29**	11	19
Mobile, Ala.-Pensacola, Fla. (58)	61	**92**	79
Monroe, La.-El Dorado, Ark. (116)	18	**57**	31
Montgomery-Selma, Ala. (101)	18	35	**66**
Nashville (32)	113	128	**133**
New Orleans (34)	85	**122**	113
New York (1)	**1,148**	745	910
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va (43)	**99**	72	92
North Platte, Neb. (210)	—	—	**7**
Odessa-Midland, Tex. (143)	**32**	23	22
Oklahoma City (37)	101	99	**106**
Omaha (70)	**93**	47	59
Orlando-Daytona Beach-Melbourne, Fla. (27)	**180**	119	133
Ottumwa, Iowa-Kirksville, Mo. (204)	**23**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	37	66	**67**
Palm Springs, Calif. (178)	**11**	—	8
Panama City, Fla. (171)	20	—	**27**
Parkersburg, W.Va. (198)	—	—	**12**
Peoria-Bloomington, Ill. (110)	**51**	32	40
Philadelphia (4)	**579**	339	443
Phoenix (21)	**183**	123	135
Pittsburgh (17)	**302**	188	173
Portland, Ore. (26)	**164**	89	107
Portland-Poland Spring, Me. (69)	**75**	33	55
Presque Isle, Me. (203)	—	**7**	—
Providence, R.I.-New Bedford, Mass. (44)	**121**	65	105
Quincy, Ill.-Hannibal, Mo. (154)	—	25	**27**
Raleigh-Durham, N.C. (35)	**105**	96	48
Rapid City, S.D. (167)	**33**	—	13
Reno (121)	**41**	17	21
Richmond, Va. (62)	**86**	69	67
Roanoke-Lynchburg, Va. (73)	47	**68**	63
Rochester-Austin, Minn.-Mason City, Iowa (147)	**35**	15	22
Rochester, N.Y. (72)	**88**	47	54
Rockford, Ill. (114)	**39**	28	32
Roswell, N.M. (194)	—	**11**	—
Sacramento-Stockton, Calif. (20)	**180**	110	144
St. Joseph, Mo. (187)	**17**	—	—
St. Louis (18)	194	165	**218**
Salinas-Monterey-San Jose, Calif. (111)	**63**	17	34
Salisbury, Md. (162)	20	**25**	19
Salt Lake City (40)	**123**	74	92
San Angelo, Tex. (189)	—	**13**	—
San Antonio,Tex. (42)	**97**	80	89
San Diego (25)	**152**	89	82
San Francisco (5)	**375**	226	260
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	**35**	17	19
Savannah, Ga. (103)	21	**44**	40
Seattle-Tacoma (15)	**247**	123	163
Shreveport, La.-Texarkana, Tex. (64)	**79**	72	75
Sioux City, Iowa (125)	**42**	12	32
Sioux Falls-Mitchell, S.D. (100)	**56**	51	24
South Bend-Elkhart, Ind. (84)	62	49	**64**
Spokane, Wash. (79)	**72**	38	50
Springfield, Mass. (108)	**52**	—	44
Springfield, Mo. (81)	29	52	**61**
Springfield-Decatur-Champaign, Ill. (74)	**60**	50	56
Syracuse, N.Y. (67)	**78**	63	62
Tallahassee, Fla.-Thomasville, Ga. (126)	14	**48**	15
Tampa-St.Petersburg-Sarasota (14)	**243**	170	201
Terre Haute, Ind. (129)	16	29	**40**
Toledo, Ohio (65)	74	73	**88**
Topeka, Kan. (142)	18	**24**	23
Traverse City-Cadillac, Mich. (138)	19	**41**	34
Tucson, Ariz. (83)	**57**	35	43
Tulsa, Okla. (54)	**88**	81	73
Tuscaloosa, Ala. (185)	—	**9**	—
Twin Falls, Idaho (202)	—	**8**	2
Tyler-Longview, Tex. (123)	**53**	10	16
Utica, N.Y. (158)	18	—	**24**
Victoria, Tex. (206)	5	—	**7**
Waco-Temple, Tex. (93)	21	**46**	34
Washington (9)	**285**	207	210
Watertown-Carthage, N.Y. (169)	4	**16**	—
Wausau-Rhinelander, Wis. (128)	**46**	34	14
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	70	27	**77**
Wheeling, W.Va.-Steubenville, Ohio (139)	—	**39**	38
Wichita-Hutchinson, Kan. (60)	**78**	70	61
Wichita Falls, Tex.-Lawton, Okla. (130)	**27**	21	26
Wilkes Barre-Scranton, Pa. (51)	**116**	56	76
Wilmington, N.C. (150)	30	9	**60**
Yakima, Wash. (127)	**29**	24	21
Youngstown, Ohio (88)	**61**	45	54
Zanesville, Ohio (201)	—	—	**12**

Cable operators search for space

Channel capacity is relatively tight and more new services are on the way; operators evaluating what to add and what to drop, with TNT, VISN on horizon

A raft of new cable programing services will be launched later this year, despite squeezes on channel capacity of cable systems. But many of the new services are backed by major MSO's and are expected to get wide carriage, raising the question of where operators will find room. Operators are now investigating the possibilities, and their decisions could indicate new criteria for carriage decisions. Not only may some distant signals, network duplicated stations and local independents be in jeopardy, so, too, may be marginal basic and pay cable services. Operators are also looking at merging services on single channels, as is the case with religious programing.

The most visible new service that will premiere in 1988 will be Turner Network Television. Although Jones Intercable and

NBC wins week 27 in prime time; CBS takes news, cancels Tuesday night comedy block

ABC solidified its hold on second place in the prime time race for week 27 of the season (March 21-27). NBC won the week with a 15.3/26, followed by ABC with a 12.9/22 and CBS with a 12.6/22. CBS's three-week old Tuesday night comedy block—consisting of *Trial & Error*, *My Sister Sam*, *Coming of Age*, and *Frank's Place*—performed so poorly that the network announced it was eliminating the block, effective immediately. From 8 p.m. to 10 p.m. (March 22), the block averaged a 6.6 rating and a 10 share, a distant third to ABC's and NBC's first and second place finishes, respectively. Tomorrow night (Tuesday April 5) CBS said it would run the theatrical film "Pee Wee's Big Adventure" from 8 p.m. to 10 p.m., followed by the last broadcast of *Cagney and Lacey* in the Tuesday 10 p.m.-11 p.m. time period. On April 12, the *CBS Tuesday Night Movie* rejoins the schedule from 9 p.m. to 11 p.m., with *Cagney* going back to its Monday night time slot, forcing *Wiseguy* into hiatus. *Houston Knights* will return to the schedule Tuesdays, 8 p.m. to 9 p.m., leading into the movie.

A spokesman for CBS said *Frank's Place* and *My Sister Sam* would "definitely" return to the schedule at some point.

Also contributing to CBS's third place finish were regular-schedule preemptions on Thursday and Friday of that week for coverage of the NCAA Basketball Tournament. Thursday (March 24), CBS placed second with the NCAA coverage, but was about two rating points off its normal Thursday night average. On Friday, the network's average fell three points with the preemption of *Beauty and the Beast*, *Dallas*, and *Falcon Crest*, a lineup which usually places first, to third place with basketball.

On Saturday, CBS programed another sports special, coverage of the World Figure Skating Championships, and gained about one-and-a-half rating points, not nearly enough to make up the losses on the previous two nights.

In the evening news race, *NBC Nightly News* continued in a slump, finishing third for the eighth straight week with an average 9.4/19. *CBS Evening News* was on top once again with a 10.5/21, followed closely by *ABC World News Tonight*, which averaged a 10.4/20.

Nielsen		Net	Show	AGB
1.	28.0/45	N	Cosby Show	1. 29.8/47
2.	26.5/42	N	Different World	2. 28.4/43
3.	25.1/40	N	Cheers	3. 25.7/40
4.	22.0/35	C	Murder, She Wrote	4. 24.6/38
5.	21.8/34	A	Who's the Boss?	6. 21.6/34
6.	21.6/28	C	60 Minutes	5. 22.8/39
7.	20.7/33	C	CBS Sunday Movie	7. 20.5/33
8.	19.5/30	A	Wonder Years	10. 18.9/29
9.	19.4/33	N	Golden Girls	11. 18.8/32
10.	19.3/30	N	ALF	9. 18.9/29
11.	19.2/30	N	Matlock	8. 20.0/31
12.	19.1/32	A	Growing Pains	15. 17.2/28
13.	18.4/29	A	Moonlighting	17. 17.1/27
14.	18.3/29	A	Head of the Class	14. 17.4/28
15.	18.3/28	N	Valerie's Family	13. 17.9/27
16.	17.7/28	A	ABC Monday Movie	16. 17.1/28
17.	17.2/29	N	Days, Nights of M. Dodd *	12. 18.0/29
18.	16.8/26	N	In the Heat of the Night	18. 17.0/27
19.	16.6/26	N	NBC Sunday Movie	23. 15.2/24
20.	15.9/25	N	Country Music Awards	27. 14.8/24
21.	15.9/28	N	Amen	21. 15.9/27
22.	15.8/24	C	Newhart	24. 15.0/23
23.	15.3/25	N	Aaron's Way	20. 16.0/26
24.	15.2/24	N	Family Ties	29. 14.4/23
25.	15.1/27	A	Thirtysomething	38. 13.0/24
26.	14.7/25	A	Heartbeat *	31. 14.0/25
27.	14.7/26	N	227	22. 15.3/26
28.	14.6/22	C	Kate and Allie	26. 14.9/23
29.	14.5/22	C	Designing Women	35. 13.5/21
30.	14.2/27	A	20/20	19. 16.1/31
31.	14.1/27	N	Hunter	28. 14.5/28
32.	14.0/23	N	Highway to Heaven	44. 12.0/20
33.	13.7/21	N	Day by Day	30. 14.1/21
34.	13.5/25	N	Bronx Zoo	41. 12.7/23
35.	13.3/24	N	Facts of Life	34. 13.8/24
36.	13.2/24	C	Equalizer	47. 11.9/22
37.	13.1/23	A	Mr. Belvedere	32. 13.8/23
38.	13.0/23	A	Full House	25. 14.9/25
39.	12.9/23	C	World Figure Skating	37. 13.2/22
40.	12.7/23	A	Perfect Strangers	36. 13.3/23
41.	12.6/24	N	Miami Vice	55. 10.2/19
42.	12.4/22	N	Night Court	33. 13.8/23
43.	12.3/19	C	Eisenhower and Lutz	49. 11.4/18
44.	12.2/20	A	ABC Sunday Movie	43. 12.3/20
45.	12.1/20	C	Jake and the Fatman	39. 12.9/21
46.	11.8/21	A	Family Man	40. 12.7/22
47.	11.8/21	N	Crime Story	45. 12.0/22
48.	11.7/18	A	MacGyver	46. 11.9/18
49.	11.4/20	N	Disney's Totally Minnie	42. 12.3/21
50.	10.8/20	N	Year in the Life	56. 10.1/19
51.	10.7/19	C	Cagney and Lacey	50. 11.4/21
52.	10.5/20	A	Buck James	48. 11.8/22
53.	10.5/18	C	Wiseguy	54. 10.3/18
54.	10.5/18	C	NCAA Basketball (Thu.)	52. 10.8/17
55.	10.3/18	N	Beverly Hills Buntz	51. 11.1/19
56.	9.8/19	A	Spenser: For Hire	65. 8.4/16
57.	9.8/19	C	Tour of Duty	63. 8.7/17
58.	9.8/21	C	NCAA Basketball (Thu. #2)	66. 8.4/18
59.	9.7/18	C	NCAA Basketball (Fri.)	53. 10.4/18
60.	9.1/15	A	Probe	64. 8.5/13
61.	9.0/15	A	Hotel	62. 8.7/14
62.	8.9/14	A	Supercarrier	60. 9.0/14
63.	8.8/16	A	Dolly	57. 9.8/17
64	8.6/18	C	NCAA Basketball (Fri. #2)	68. 8.0/17
65.	8.2/13	C	High Mountain Rangers	58. 9.5/15
66.	8.2/14	N	Our House	61. 8.7/15
67.	8.0/14	A	Ohara	71. 7.4/12
68.	7.7/13	A	Disney Sunday Movie	70. 7.6/13
69.	7.6/12	C	Coming of Age	59. 9.4/15
70.	6.9/11	C	Frank's Place	67. 8.1/13
71.	6.9/11	C	My Sister Sam	69. 7.7/12
72.	5.1/8	C	Trial and Error	72. 5.7/9

* Indicates premiere episode

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Cablecastings

NIT picked

ESPN annouced last week it had secured the rights to the National Invitational Tournament's preseason and post-season college basketball contests. In all, ESPN will carry 13 to 14 games—the semifinals and the championships of both the Big Apple NIT preseason tournament in November and the post season tournament in late March. Previously the NIT tournament had been seen on USA Network through Mizlou Television.

USA had carried three games from the Big Apple tournament and three from the post season NIT thsi past season. In ESPN's expanded coverage, it will carry 10 games from the Big Apple tournament in November and three to four games of the final tournament, in March 1989. The 1988 preseason tournament will include North Carolina, Indiana, Louisville and Syracuse.

Penny for your order

Telaction Corp., the home shopping service owned by J.C. Penney, has signed Jones Intercable to carry the service to Jones's 35,600 subscribers in the Chicago area. Telaction allows subscribers to order merchandise through the keypad of a touch-tone telephone. Viewers can browse through video displays of merchandise and services from 38 companies, including Marshall Field's, Sears, Foot Locker and a local Chicago grocery chain.

On the lookout

The Kids Information Network, a basic cable service designed to help locate missing children, has lined up systems serving two million subscribers for its May launch. Organizers are soliciting cable operators and advertisers for the 24-hour channel that will be developed to showcasing some of the estimated 1.3 million missing children in the U.S.

The service is owned by United Broadcasting Systems, a for-profit entity based in Los Angeles, which has no other broadcast interests. According to President Jay Eckstein, UBS has its own studio from which the programing will be transmitted. Private investors with real estate interests have put up several million dollars to launch the service, said Eckstein. It will be seen on Satcom 1R, with the transponder price and location still under negotiation with General Electric.

The service will feature roughly 24, one-minute reports per hour on missing children, 14 minutes of features, 12 minutes of national advertising, two-and-a-half minutes for local advertising, with the rest of the time spent on promotions, ID's and introductions.

Eckstein said the service will be offered free to cable operators, and he hoped the local avails will spur operator's interest. No national advertising deals have been signed, but Eckstein said the company is talking to grocery chains, fast-food and dairy companies, the types of companies that have participated in finding missing children through other media. Companies that want to promote a good corporate image will also be sought to advertise, Eckstein said. The rate for one 30-second spot is $90; for one 60-second spot $150. The rate card drops to $80 each for 100 30's and $135 each for 100 60's.

Eckstein said 75% of the systems that have signed to date will carry the service full time. Operators can choose the amount of KIN programing they air, and they have the option of picking up segments that pertain to their area. The only MSO to have expressed an interest in signing has been Post-Newsweek, Eckstein said. "American Television & Communications was very helpful," said Eckstein, in also getting behind the project, although no company-wide commitment has yet been made.

In total, the service will air segments on several hundred missing children, and more as they become available, said Eckstein. KIN is also working with national missing children groups to gather material for the network.

Cable's top

Arbitron, through its Broadcast Advertisers Reports, has released a list of the top 10 cable television advertisers for 1987, based on figures supplied from six cable programers—CBN, CNN, ESPN, MTV, USA Network and WTBS(TV) Atlanta. Leading the list is Procter & Gamble at $23.7 million, which represents a 20% drop from 1986. New to the top 10 are Coca-Cola and Thompson Medical.

Company	1987 total	% change from 1986
1. Procter & Gamble	$23,713,272	-20.3
2. Anheuser-Busch	22,943,379	+17.7
3. Philip Morris	20,581,730	- 7.2
4. General Mills	18,580,934	+19.6
5. Time	16,411,682	+ 2.3
6. Mars Inc.	14,876,662	-15.8
7. RJR Nabisco	14,688,479	+40.5
8. Coca-Cola	9,796,911	+59.8
9. Thompson Med.	8,373,684	+360.2
10. General Motors	7,967,826	+10.6

This announcement appears as a matter of record only.

CARAVELLE Broadcast Group

Caravelle Broadcast Group Consolidated, Inc.

has purchased the stock of
Media Concepts, Inc., owner of radio station

WJJR-FM, Rutland, Vermont

The undersigned acted as financial advisor to Caravelle Broadcast Group Consolidated, Inc. in connection with this transaction and assisted in the recapitalization of the company.

Chemical Bank Investment Banking

March 1988

CHEMICAL BANK INVESTMENT BANKING